

DESTINATION BRISTOL

JOB DESCRIPTION

POST: Visitor Services Manager

RESPONSIBLE TO: Operations Director

RESPONSIBLE FOR: Visitor Services Unit Staff

Purpose of job

Manage the company's city-wide visitor management programmes including the provision of pre and post arrival consumer information, and the management of the visitor information centre.

Principal Accountabilities

1. Manage the development and delivery of the visitor information services including the TIC to provide a consistently high quality, accurate and responsive service that exceeds customer expectations.
2. Meet targets for business turnover and profitability and TIC footfall to continuously enhance the viability of the service and reduce its subsidy requirement.
3. Liaison with TIC service providers to meet quality standards.
4. Management of the day to day operations of the Visitor Services Business Unit allocating work responsibilities, coaching, guiding and supporting staff, and ensuring that targets are met.
5. Support the professional development of staff through the implementation of regular reviews of their professional development in a way that maximises the contribution that each makes to the business objectives of the organisation.

General responsibilities

6. Control budgets allocated to the postholder in accordance with company accounting practices ensuring that expenditure limits are not exceeded and income targets are met
7. Deal with enquiries from the public and external organisations in a way that enhances the image of the company and the area's tourism offer
8. Liaison with members and organisations
9. Collection of data and management of databases allocated to the postholder

10. Attendance at exhibitions and at familiarisation visits to promote the city and its public and private sector members
11. Maintaining a high level of knowledge of the area's tourism offer and the use of this knowledge to contribute creatively to the company's business plan and add value to the area's tourism industry

General

12. Carry out duties in compliance with the Equal Opportunities policies
13. Carry out work in accordance with current legislation and/or regulations
14. Be responsible for own safety and not to endanger that of colleagues/visitors in the workplace
15. Undertake other duties commensurate with the grade in relation to a post of this nature